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|---|---------------------------------------|
| Company | QuickDesk Pte. Ltd. |
| Digital Solution Name & Version Number¹ | QuickDesk Marketing - Plus Enterprise |
| Appointment Period | 09 March 2023 to 08 March 2024 |
| Extended Appointment Period² | 09 March 2024 to 08 March 2025 |

wef. 01 December 2023

Standard Packaged Solution (ie. Minimum items to be purchased)

| Cost Item | Unit Cost (\$) | Unit | Quantity | Subtotal (\$) | Qualifying Cost* (\$) |
|--|----------------|--------------|----------|---------------|-----------------------|
| 1) Software CRM Licence - Annual Subscription of QuickDesk Marketing (ActiveCampaign Plus) for 10,000 contacts Subscription for up to 3 users Modules: - Cloud-based - Available on Mobile and Web - Contacts Management with Leads Scoring - Leads and Opportunity Management - Sales Pipeline Management - Sales Automation - Email Integration - Marketing Campaigns Management - Marketing Automation - Landing Pages - Email Marketing - Dashboard and Reports | | per software | 1.00 | | |
| 2) Hardware Not Applicable | | | | | |
| 3) Professional Services Database Management Structure and Database Migration (7 hours): - Contacts: Data fields setup - Contacts: Data clean up - Contacts: Data segmentation - Contacts: Lists setup - Contacts: Tags setup - Contacts: Data import Creation of two Automations from the list (14 hours) 1. Automation from Inbound Leads 2. Automation for leads nurturing 3. Automation for marketing campaign 4. Automation to set more appointments System setup and configuration inclusive of (1 hour): - Account setup for Admin & Users - Group (Users) permissions setup - Address setup Scoping and Documentation (3 hours) | | per man hour | 7.00 | | |
| | | manhours | 14.00 | | |
| | | per man hour | 1.00 | | |
| | | per man hour | 3.00 | | |
| 4) Training Training for: Contacts - How to import contacts, setup data fields, lists, tagging? Website - How to setup Forms? Automations - How to build Marketing Automation? Campaigns - How to use Marketing Campaign Platform? Deals - How to build Pipeline? Reports - How to review the performance dashboard? Native integration - How to map the integration, data flow and automate the incoming data? | | per man hour | 11.00 | | |

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| 5) Others Not Applicable | | | | | |
| Total | | | | \$ 10,475.19 | \$ 4,700.00 |

¹ A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999

² As specified in the Letter of Appointment, IMDA may exercise the option to extend the Appointment Duration for an additional one-year ("Extended Appointment Period")

* Qualifying cost refers to the supportable cost to be co-funded under the grant